

BETTER LIVE THAN ONLINE

The communication of science amongst TV and blogs

By Federico Neresini

Researchers' blogs and research institutes' websites are acquiring the status of credible sources of information on scientific issues, even though television programmes remain at the lead in this context. Almost one Italian out of two considers the former channels reliable, while 31% (especially concentrated in the sector of public older in age and with a lower level of education) cannot give an evaluation on the matter. Similar "niche" dynamics tend to characterise also radio programmes on science: not a small number of interviewees considers them reliable, even though a wide sector is still unsure.

What strikes our attention, and at the same time confirms the success of events like science festivals, is the very positive judgement of reliability ascribed to the direct testimony of scientists.

Lastly, as to the press, magazines dedicated to scientific diffusion result more reliable than the science sections present in the daily press.

Tab. 1. The reliability of some information sources, in relation to important individual issues that involve science (% , n=996).

	Very or quite reliable	Little or not at all reliable	Don't know
TV programmes for scientific diffusion	72,4	22,2	5,4
Magazines dedicated to scientific diffusion	66,8	18,8	14,4
Public conferences with researchers	65,4	19,8	14,8
Science sections in the daily press	55,4	35,2	9,4
Research institutes' websites	47,9	21,1	31,0
Researchers' blogs	44,9	24,1	31,0
Radio programmes for scientific diffusion	42,9	23,6	33,5

The survey was conducted through CATI phone interviews on a sample of 996 cases, stratified as to gender, age and geographic distribution, representative of the Italian population of 15 years of age or over.

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